

**IN THE CLAIMS:**

1. (Currently amended) A computer-implemented method of matching a buyer and a seller of goods; the method comprising:

~~receiving, at an online site, registration information from a registering user a plurality of registrations, wherein [[the]] each registration information includes a universal product code for [[an]] a respective item, an identification of the respective user, and a buy/sell indicator that indicates whether the respective user is a seller or a buyer for the respective item.~~

~~when a first registration of the plurality of registrations is received, searching a database containing the plurality of registrations for a complementary match, wherein the complementary match must contains a universal product code that is identical to the universal product code of the first registration and a buy/sell indicator that is opposite to the buy/sell indicator of the first registration; and~~

~~responsive to identifying a matched user, complementary match, notifying the user of the match, wherein the universal product code of the item in the matched user exactly matches the universal product code of the item identified by the registering user.~~

2. (Cancelled)

3. (Previously Presented) The method as recited in claim 1, wherein the registering user is a seller and the step of identifying a matched user comprises conducting an auction at which multiple potential buyers competitively bid against one another with the matched user being designated winning potential buyer.

4. (Original) The method as recited in claim 3, wherein the winning potential buyer is a potential buyer offering the highest price for the item.

5. (Original) The method as recited in claim 1, wherein the registering user is a buyer and the step of identifying a matched user comprises conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being a winning potential seller.

6. (Original) The method as recited in claim 5, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.

7. (Cancelled)

8. (Original) The method as recited in claim 1, wherein the registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.

9. (Original) The method as recited in claim 1, wherein the registration information includes a description of the condition of the item.

10. (Original) The method as recited in claim 1, wherein the registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.

11. (Currently amended) A computer program product in a computer readable media for use in a data processing system for matching a buyer and a seller of goods; the computer program product comprising:

first instructions for receiving registration information a plurality of registrations from a plurality of respective registering [[user]] users, wherein the registration information each registration includes a universal product code for [[an]] a respective item, an identification of the respective user, and a buy/sell indicator that indicates whether the respective user is a seller or a buyer for the respective item; [[and]]

second instructions for searching a database containing the plurality of registrations for a complementary match when a first registration of the plurality of registrations is received, wherein the complementary match must contains a universal product code that is identical to the universal product code of the first registration and a buy/sell indicator that is opposite to the buy/sell indicator of the first registration; and

~~third instructions, responsive to identifying a matched user, complementary match, for notifying the user of the match, wherein the universal product code of the item in the matched user exactly matches the universal product code of the item identified by the registering user.~~

12. (Cancelled)

13. (Previously Presented) The computer program product as recited in claim 11, wherein the registering user is a seller and the instructions for identifying a matched user comprises conducting an auction at which multiple potential buyers competitively bid against one another with the matched user being designated winning potential buyer.

14. (Original) The computer program product as recited in claim 13, wherein the winning potential buyer is a potential buyer offering the highest price for the item.

15. (Original) The computer program product as recited in claim 11, wherein the registering user is a buyer and the instructions for identifying a matched user comprise conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being a winning potential seller.

16. (Original) The computer program product as recited in claim 15, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.

17. (Cancelled)

18. (Original) The computer program product as recited in claim 11, wherein the registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.

19. (Original) The computer program product as recited in claim 11, wherein the registration information includes a description of the condition of the item.

20. (Original) The computer program product as recited in claim 11, wherein the registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.

21. (Currently amended) A system for matching a buyer and a seller of goods; the system comprising:

first means for receiving registration information from a registering user, a plurality of registrations from a plurality of respective users, wherein the registration information each registration includes a respective universal product code for [[an]] a respective item, an identification of the respective user, and a buy/sell indicator that indicates whether the respective user is a seller or a buyer for the respective item; and

second means for searching a database containing the plurality of registrations for a complementary match when a first registration of the plurality of registrations is received, wherein the complementary match must contains a universal product code that is identical to the universal product code of the first registration and a buy/sell indicator that is opposite to the buy/sell indicator of the first registration;

third means, responsive to identifying a matched user, complementary match, for notifying the user of the match, wherein the universal product code of the item in the matched user exactly matches the universal product code of the item identified by the registering user.

22. (Cancelled)

23. (Previously Presented) The system as recited in claim 21, wherein the registering user is a seller and the means for identifying a matched user comprises conducting an auction at which multiple potential buyers competitively bid against one another with the matched user being designated winning potential buyer.

24. (Original) The system as recited in claim 23, wherein the winning potential buyer is a potential buyer offering the highest price for the item.

25. (Original) The system as recited in claim 21, wherein the registering user is a buyer and the means for identifying a matched user comprise conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being a winning potential seller.

26. (Original) The system as recited in claim 25, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.

27. (Cancelled)

28. (Original) The system as recited in claim 21, wherein the registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.

29. (Original) The system as recited in claim 21, wherein the registration information includes a description of the condition of the item.

30. (Original) The system as recited in claim 21, wherein the registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.

31. (Currently amended) A computer-implemented method of matching a buyer and a seller of goods; the method comprising:

receiving, ~~from a first user, personal information and an indication of whether buying or selling;~~ at an online site, a plurality of registrations, wherein each registration includes a universal product code for a respective item, an identification of the respective user, and a buy/sell indicator that indicates whether the respective user is a seller or a buyer for the respective item, ~~receiving, from the first user, information for a first offer, said first offer describing a first universal product code, a time period for which said first offer~~ the respective registration is valid, a condition of the respective item, and a price range specifying either a minimum selling price or a maximum buying price;

storing ~~said information for the first offer~~ the plurality of registrations in a database;  
when a new registration of the plurality of registrations is received, determining a search string comprising ~~said first~~ a respective universal product code and ~~[[said]]~~ a respective price range for said new registration;

searching said database for a complementary match ~~to said new registration~~, said complementary match corresponding to a seller if the ~~[[first]]~~ respective new user is a buyer and corresponding to a buyer if the ~~[[first]]~~ respective new user is a seller, wherein said complementary match must have a second universal product code that is identical to said ~~[[first]]~~ respective universal product code for the new registration and an overlapping price range;

if a complementary match is found, verifying that both offers remain valid under the time constraints placed by the ~~first user~~ new registration and a ~~second user time constraint~~ corresponding to said complementary match and, if necessary, verifying that any condition and quantity constraints are met;

if a complementary match is found, sending a notice of said match to the ~~first user and to said second user~~ respective new user and the user corresponding to the complementary match, and removing said ~~first offer~~ new registration and said complementary match ~~are removed~~ from said database; and

if a complementary match is not found, maintaining said new registration in said database while allowing said respective new user to modify said respective price range in correspondence to time spent in said database, wherein said first information new registration remains in said database until a match is found or until said respective time period expires.